

Backbase Customer Experience Platform

The omni-channel customer experience platform powering industry leaders.



Backbase is **among the most highly regarded portal vendors in terms of time to implement**. Backbase CXP's lean portal architecture and the new Launchpad offering are responsible for its agility.

– Gartner, 2013

Backbase CXP is the Leading, Omni-Channel Customer Experience Platform

Backbase CXP gives you everything you need to create compelling digital experiences across all devices and channels. It deploys a new presentation layer over underlying infrastructure and IT systems and combines content, data, and functionality from different underlying systems (silos) into a fresh, modern presentation layer. Backbase CXP gives you the tools and functionality you need to transform your digital presence into an engaging customer experience, holistically managed from a single platform.

Backbase CXP empowers your business and marketing teams to manage the individual customer relationships that drive online sales, and allows stakeholders to monitor and optimize digital interactions.

Personal Dashboard

Marketing & Sales Campaigns

Application Integration

Reusable Widgets

Content Management

Tablet & Mobile Optimized

Self-Service & Origination



Backbase CXP Benefits

Backbase CXP is a lean customer experience platform designed to give your business everything you need to deliver superior digital experiences across any device. User experience (UX) is deeply embedded in Backbase's development philosophy. Putting the customer at the heart of everything we do is in our DNA. At Backbase we believe in creating seamless customer journeys, that remove friction, make customers happy, and increase digital sales.

1

Widgets: All the Flexibility of Digital Lego

- » Widgets are like digital Lego; they are mini, stand-alone apps that each serve a single purpose but can be combined to create a unified customer experience.
- » Widgets, which are built with modern web-based technologies and rely on RESTful services, can be easily stored and reused. Existing applications can be 'widgetized' by wrapping them in widget technology, eliminating the need to start from scratch.
- » Widgets can be wrapped in native OS technology and deployed to mobile devices via popular mobile app stores. Their 'write once run everywhere' ability drastically reduces the cost and time-to-market for digital and mobile app development.

2

Lean Portal: Enterprise Application Integration

- » Backbase CXP is a loosely coupled presentation layer that sits on top of your existing systems. It helps you to compose truly customer-centric dialogs across any device, and combines content, data, and functionality from different underlying systems (silos) into a fresh, modern presentation layer.
- » Backbase CXP is based on 'lean architecture' principles and, unlike traditional portals, is up and running within months, not years. Lean portals are unburdened by the bulk and legacy of traditional portals.
- » Helps enterprises achieve their desired value and customer experience goals more quickly than traditional portal products.

3

Mobile: Write Once, Run Everywhere

- » Using the latest platform agnostic web and mobile technologies, Backbase CXP is immediately compatible with both traditional web browsers and mobile devices.
- » Drastically lowers development costs by facilitating a 'write once, run everywhere' approach; front-end developers only need to create one widget-based app and embed it into any mobile application using the Backbase mobile SDK.
- » Backbase CXP allows engineering teams to leverage familiar, in-house web development skills, including HTML, JavaScript, and CSS, to create modern, omni-channel customer experiences.

4

Omni-Channel: Seamless Customer Journeys

- » Backbase CXP device orchestration capabilities allow digital marketers to use the integrated tracking and tagging mechanisms to target their marketing campaigns based on customer behavior, not just in a single session but across devices and channels over time.
- » Facilitates more tailored and relevant services and a frictionless, uninterrupted journey, which allows customers to continue interacting, on whatever device they choose, whenever they choose.
- » You can implement successful omni-channel strategies to respond to the new behaviors exhibited by customers, like completing transactions using multiple screens and the expectation of relevant real-time, location-based offers.

5

Launchpad: Fast Time-to-Market

- » Backbase CXP comes with Launchpad, a fully stocked portal-in-a-box implementation that guarantees fast time-to-value.
- » Launchpad includes portal and native app deployments that are pre-optimized for use across every device, on any channel.
- » Launchpad's pre-built widget packs include all of the most commonly used widgets to give you the functionality and tools you need to kickstart your project.
- » Engages with and empowers your customers by allowing them to create personalized pages and dashboards.
- » Based on themes, an extensible architecture, and templates, Launchpad can be easily tailored to suit the specific needs of your business.

6

Empower Business: Visual Page Editor

- » Backbase CXP's powerful, built-in content and campaign management capabilities empower the digital marketing professionals in your organization to take full control of optimizing the customer experience and online campaigns without IT support.
- » Gain a unified business view across all digital channels, from public websites to secure web and mobile applications, and drastically increase customer engagement to optimize conversion ratios, which boosts online sales results.
- » Aligns business and IT goals by facilitating greater communication and reducing friction between the two as business teams become responsible for their own projects and deployment cycles.

Backbase - The Lean CXP that Delivers all the Core Services you Need

Lean Portal & Widgets

At the core of the Backbase CXP is our agile, lean portal architecture. It includes essential foundational services for widget development and catalog management (aka your own private app store), web oriented architecture (WOA), enterprise application integration, security and permissions, plus workflow & publishing customization. These services help you create rich, interactive applications for unbeatable customer experiences with a much faster time-to-value.

Mobile Experience

Backbase CXP comes with its own advanced mobile SDK that makes it possible to run widgets across mobile web, hybrid, and native apps. The SDK can be embedded in your existing mobile app or any 3rd party mobile application development frameworks, such as Phonegap and Titanium, and offers deep integration with the mobile OS capabilities. Backbase CXP empowers your business teams with powerful mobile editing and digital marketing features to facilitate cross-channel journeys and a seamless omni-channel experience.

Content Management

Backbase CXP integrates easily with your existing CMS and comes with embedded content management capabilities of its own. Its easy-to-use 'what you see is what you get' (WYSIWYG) page editing tools empower editorial teams to alter, approve, and publish content, widgets and apps across multiple digital channels without IT involvement.

Mobile
Experience

Content
Management

Lean Portal & Widgets

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Organizations adopting traditional, heavyweight portals may take years to avail themselves of even 20% of the full range of capabilities, organizations adopting lean portals employ 80% of the functionality they need within months.

— Gartner, *The Great Portal Divide*

Campaign Management

Campaign Management

Backbase CXP includes a comprehensive set of personalization and targeting capabilities to help increase online conversion and drive online sales. Using them, digital marketing professionals can easily define online sales campaigns, targeting rules, and set up A/B tests to target relevant promotions to specific customer segments or individuals. Backbase CXP's open, extendable connector architecture also leverages 3rd party digital marketing tools, such as those for web analytics, operational CRM, and analytical CRM systems.

Rule-Driven Forms

Rule-Driven Forms

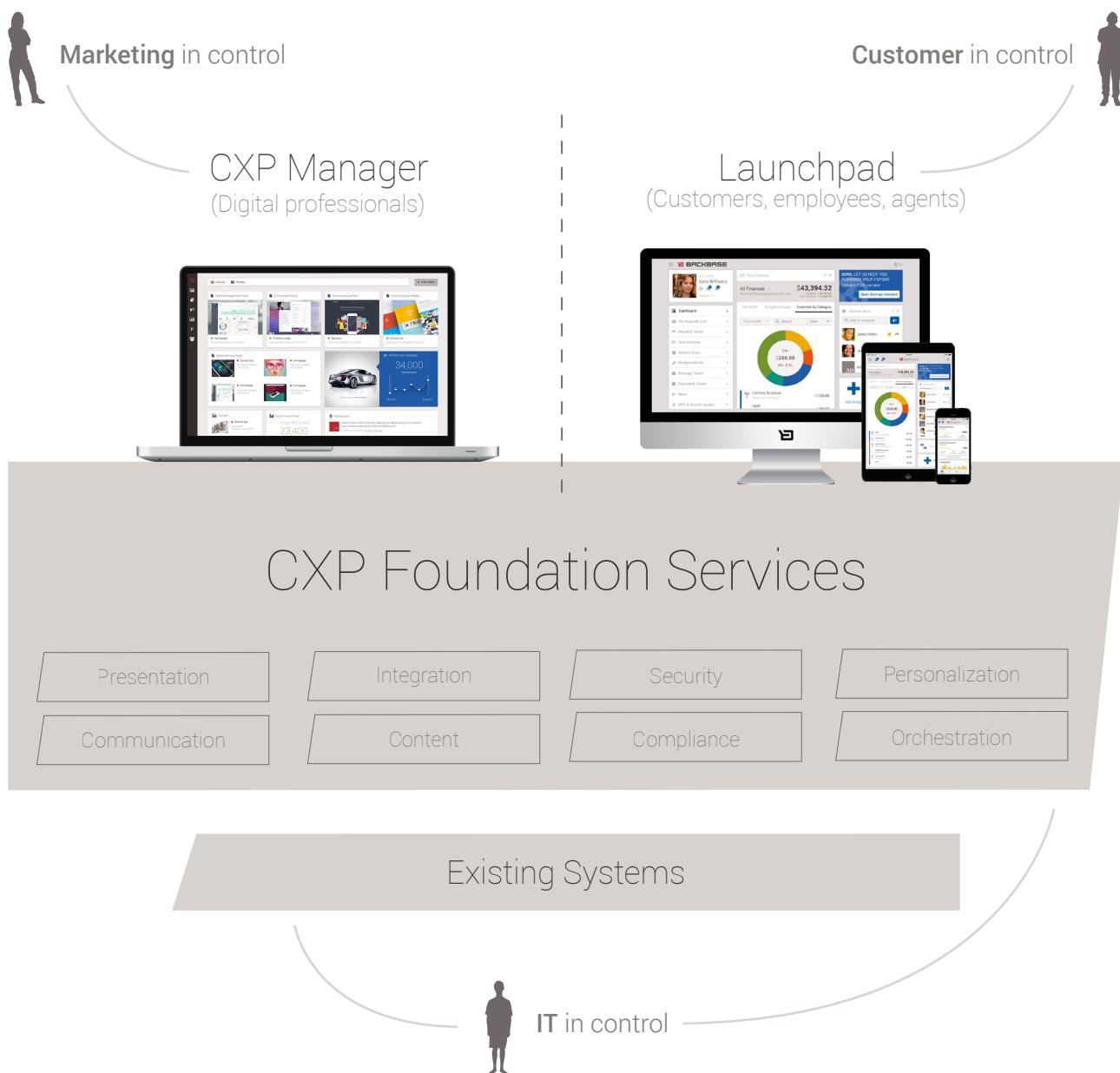
Lean Portal & Widgets

Many web and mobile apps have an extensive amount of web forms that must enable self-service and smooth onboarding processes throughout all digital channels. Backbase Forms helps business teams to create and edit forms and manage the business logic behind them to reduce friction and minimize abandonment rates. A powerful rules engine helps you to create intelligent customer dialogs that are customer and context aware.

Backbase CXP: Product Overview

Backbase Customer Experience Platform (CXP) provides all the function and flexibility today's enterprises need through the combined force of three distinct modules. CXP Manager is the elegant and easy to use interface that ensures business and marketing teams are able to maintain total control of the customer's digital journey without IT involvement. Launchpad provides pre-built functionality in the form of dynamic widgets, which are essentially the digital Lego that shape the customer experience.

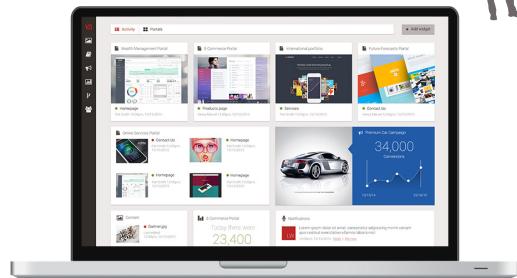
The final element that ensures everything runs smoothly and is seamlessly integrated with your existing IT infrastructure, so you can reuse content, data, and functionality that is stuck in siloed legacy systems, is the CXP Foundation. It is made up of a series of robust services and engines that communicate with each other to facilitate the rich, lightening-fast experiences customers expect.



CXP Manager

- » A highly intuitive interface that empowers business editors and digital marketers to control every aspect of the customer experience across all digital touchpoints.
- » CXP Manager helps enterprises align business and IT teams for efficient online, mobile, and app development and management in order to create and optimize compelling digital experiences.

Marketing in control



Launchpad

- » Backbase CXP's 'portal-in-a-box', Launchpad, comes with ready-to-use portal & mobile app deployments that are pre-optimized for use across multiple devices and channels.
- » Launchpad includes the most commonly used templates, layouts, navigation patterns, and widgets.
- » Modular architecture and use of open standards makes Launchpad easy to extend and customize.

Customer in control



CXP Foundation

- » Provides IT teams with the essential services they need to transform the digital experience.
- » Services include: security, application integration, presentation, content, communication, personalization, and orchestration services.
- » The foundation's highly robust integration services are largely responsible for ensuring that the enterprises using Backbase CXP can reuse all of their existing apps, content, functionality, and data.

IT in control



Critically Recognized For Faster Time-To-Market

Backbase CXP is one of the market's leading omni-channel customer experience platforms according to industry analysts Gartner, Forrester, and Ovum.

Gartner positioned Backbase as the '**Most Visionary**' vendor in the visionary quadrant of their *Magic Quadrant for Horizontal Portals 2013*, and among the market leaders in their *MarketScope for User Experience Platforms, 2014*.

In their report, *The Great Portal Divide*, Gartner states: "Lean portals are unburdened by the bulk and legacy of comprehensive suites... they often get customers to their desired value more quickly than portal products from larger, more established providers. While organizations adopting traditional, heavyweight portals may take years to avail themselves of even 20% of the full range of capabilities, organizations adopting lean portals employ 80% of the functionality they need within months."

When naming Backbase a '**Market Leader**' in their *Decision Matrix: Selecting a Next-Generation Digital Channel Platform*, Ovum wrote: "Backbase allows a rapid time-to-market with its responsive design approach to the digital channels. With this platform, banks get a number of features that are well aligned with current trends in the digital economy, not only allowing efficient servicing but also effective sales and marketing actions. Therefore, Ovum recommends to shortlist Backbase Portal when searching for a competitive digital channel solution."

Forrester gave Backbase full marks in their *2013 Market Overview: Off-The-Shelf Channel Banking Solutions*.



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About Backbase

Backbase was founded in 2003 and is privately funded with operations in New York, Atlanta, Amsterdam, Singapore, and London. It is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create omni-channel, customer-centric digital experiences. Backbase CXP deploys a new presentation layer over underlying infrastructure and IT systems, allowing enterprises to deliver personal, relevant experiences to customers on every device, in any context. Backbase CXP gives enterprises the tools and functionality they need to transform their tired online and mobile channels into engaging customer experiences, holistically managed from a single platform.

Industry analysts Gartner, Forrester, and Ovum recognize Backbase as a leader in terms of customer experience, mobile and omni-channel focus, innovation, and time-to-value. Backbase is the vendor of choice for global organizations such as GE, Boingo, City of Seattle, Olympus, Costco, ABN Amro, Fidelity, Nordstrom, Hiscox, Deutsche Bank, and ABB.



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Deutsche Bank The Deutsche Bank logo icon, which is a stylized 'D' shape.



Ovum has named Backbase a 'Market Leader' in their *Next Generation Digital Banking Channel Platform* report.

OVUM

A Visionary in the Magic Quadrant for Horizontal Portals.

GARTNER

Backbase awarded Best of Show at FinovateEurope 2014.

FINOVATE



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